

Document

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From: [REDACTED] [mailto:[REDACTED]@airtran.com]
Sent: Tuesday, October 21, 2008 6:25 PM
To: [REDACTED]
Cc: [REDACTED]; [REDACTED]; [REDACTED]
Subject: Customer Management - Cancellation Process Problem

[REDACTED]

I need to alert you to a situation that I was asked to address by Bob Fornaro's office regarding a Great Fun customer – last name W[REDACTED]. The customer's wife apparently did not understand the Great Fun offer and subscribed to it unintentionally, which all we realize can happen occasionally. The issue is what happened after the W[REDACTED]'s elected to unsubscribe. AirTran clearly outlined in setting up our business relationship that we did not want to have Affinion "save the customer" when a customer decides to unsubscribe. This customer purportedly had a significantly different experience that must be addressed.

Mr. W[REDACTED] has provided me with the following information to allow me to look into the situation. Their member number [REDACTED] was set up as a result of a booking made in June 2008. Mr. W[REDACTED] noticed the monthly charge on this credit card in July and again in August. He decided to call the number on the credit card associated with the charge (800-290-8603) to cancel Great Fun. The first person he talked with, located in the Philippines, tried to convince him that it was a great value and he should keep the program. Mr. W[REDACTED] said he did not want the program, wanted to cancel it immediately, and wanted his money refunded. The person in the Philippines claimed they could not cancel the program and transferred him to an office in Westerville, Ohio. The person in that office again tried to convince him that he should keep the program and when he insisted on canceling was told he needed to fill out paperwork to start the cancellation and refund process. Mr. W[REDACTED] said he did become irate at this point and as a result the person cancelled his membership and stated he

would receive a full refund. He asked me how AirTran could allow itself to be associated with Great Fun and such a process.

This is totally unacceptable and not how we want our customers treated! Section 6 (a) of the contract we executed (shown below) clearly states that if a customer desires to cancel their membership that Affinion (Trilegiant) will provide a maximum of 1 explanation of the benefits and if the customer elects to proceed with cancelation it will be processed immediately. That is clearly not what happened in this situation. I question how many of our customers are subjected this type of treatment if they decide to cancel the program.

6. Servicing of Members; Service Cancellations.

(a) Trilegiant's Customer Service Obligations; Cancellations. All Members may use Trilegiant's customer service department regarding order status, receipt of goods or services, cancellation of membership or other questions or problems with respect to the Services in question. Trilegiant will maintain an adequate staff of trained personnel to properly resolve such inquiries. Trilegiant also will ensure that all inquiries pertaining to its Services are handled within all legally required time frames. Additionally, Members may cancel their Service memberships by providing an email to Trilegiant at an email address designated by Trilegiant or by calling an interactive voice response unit operated by Trilegiant. If a Member notifies Trilegiant's customer service department that such Member desires to cancel their membership in a Service, Trilegiant may provide a maximum of one (1), and only one (1), explanation of the benefits of such Service to such Member, and if such Member continues to request cancellation of such Service, Trilegiant will honor and implement such cancellation without any waiting period.

While we have been working to make this program larger, we need to stop and address this situation as to how customers are handled - specifically looking at the cancelation process. I hope that this was an exception and not the normal process. I look forward to your response.

[REDACTED]
[REDACTED]
[REDACTED]

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